

Communications & Media Relations



Getting Started

- Established 2000
- Public Information Officer
- AV Manager
- Cable Channel
- City Newsletter, *Focal Point*

Mission

- Empower the public by providing information to improve quality of life, promote civic pride and project a progressive image.

Communications Today

- AV Manager
- Videographer / Production Communications Specialist
- Special Events Coordinator
- Administrative Assistant / Volunteer Coordination
- Budget 09 – 10: \$646,177

Communication Tools

- Publications & Newsletters
- Media Relations
- Cable Channel
- Website
- Special Projects
- Volunteers
- Crisis Communications

Focal Point

- Monthly
- Published by Star Community Newspapers
- “All About Frisco”
- 8 – 12 pages
- 32,000 Households
- 8 cents per copy
- Online



FriscoTexas.gov/focalpoint

Media Relations

- Frisco Enterprise
- Dallas Morning News
- Frisco Style
- Frisco Neighbors
- Dallas Business Journal
- Inside Collin County Business



Media Relations

- KDFW – Fox 4
- KXAS – NBC 5
- WFAA – ABC 8
- KTVT – CBS 11
- CW 33
- WBAP 820 AM
- KRLD 1080
- KLAK
- Frisco Online



Media Relations

- Trade Magazines
- D Magazine
- Dallas Observer
- HOA Newsletters



DALLAS
Observer

Media Relations

- Releases
- Interviews
- Press Conferences
- Photos
- Video
- Press Kits



Cable Channel

- Time Warner – Ch. 16
- Grande – Ch. 12
- Verizon FIOS – Ch. 37



FriscoTexas.gov/ftvn

Cable Channel



- Video Tape & Broadcast Meetings
- Emergency Broadcast System
- Local Production
- State, National Award Winner

Cable Channel

- Public Service Announcement (PSA's)
- Frisco Today
- Mayor's Corner
- Town Hall Meetings
- Parks & Wildlife
- Fire Prevention Play
- Bulletin Board



Cable Channel: Bulletin Board

- City of Frisco
- Chamber of Commerce
- Civic Organizations
- Collin County
- Denton County
- Federal Government
- Higher Education Institutions
- School Districts
- State of Texas

Website: Content Management System



Website: Content Management System

- Last redesign June '07; next redesign scheduled for 2010

In April 2010:

- Page views equaled 203,691
- 40.18% of all visits were new users
- More than 50,000 unique visitors
- E-News: 2800+ subscribers
- State, national award winner

Website: CityLink

- Intranet servicing city employees
- Launched October 2009
- Started with info from HR, Financial Serv & Communications
- Rest of the city depts. added in 2010
- Communications: logos, scrapbook, bulletin board, employee spotlight , online equipment reservation form

Special Projects

- Ground Breakings
- Grand Openings
- Town Hall Meetings
- Special Events
- Frisco Freedom Fest



Volunteers

- 1,400 + Active Volunteers
- Types of Volunteers:
- Special Projects
- Special Events
- Department Volunteers
(Library, Frisco Senior Center, Frisco Fire Department)



Volunteers

- Since Jan. 2007 to present
- 2012 registered volunteers
- 1441 active volunteers in 2009
- \$20.85* - value of service, per hour
- \$428,885 total value to city
- *based on value of time at \$20.85 per Independent Sector; Value is not “dollars saved” but value of service



Ongoing & Future Projects

- Branding
- Marketing Videos, brochures
- “Frisco Green Living”
- Video Streaming (On Demand)
- FISD Intern
- “Treasure Hunt”



PROGRESS IN MOTION.



Getting Involved in Frisco

- Mayor/City Activities
 - Coffee with the Mayor, City Council Meetings, Boards and Commissions, Special Advisory Committees and More
- Citizens Police Academy
- Citizens Fire Academy
- Citizens Emergency Response Team
- Volunteering-General and Safety Town



Coffee with the Mayor

- Residents are invited to join Mayor Maher Maso for coffee and casual conversation the second Monday of each month from 8 a.m. to 9 a.m. Have a question for Mayor Maso? Come hear the answers over a cup of joe.
- The next meeting happens January 10th at City Hall inside the George A. Purefoy Municipal Center, located at 6101 Frisco Square Blvd. The meeting will be in the 5th floor City Room.



Access Board and
Commission meeting
dates via the City
Secretary's page on the
City of Frisco Website

www.friscotexas.gov

→ Departments

→ City Secretary

→ Meetings & Agendas

http://sire.friscotexas.gov/sirepub/meetresults.aspx?archtype=index&months=1&startdate=1/1/2008&enddate=12/31/2019

View Favorites Tools Help

BlackBerry® Administrati... TCMA Code of Ethics StaplesLink Suggested Sites Get More Add-ons

co, Texas Agenda and Meetings

FRISCO

OFFICE OF THE CITY SECRETARY

[Back to Meetings Home Page](#)

2010 [Previous Year - 2009](#)

[Jan](#) [Feb](#) [Mar](#) [Apr](#) [May](#) [Jun](#) [Jul](#) [Aug](#) [Sep](#) [Oct](#) [Nov](#) [Dec](#)

Meetings & Agendas - City of Frisco, Texas

Showing 1 - 10 of 334 Meetings Found [<< Previous Page](#) [Next Page >>](#)

04/08/2010	Frisco - Parks and Recreation Board - 6:30 PM	Agenda
04/08/2010	Frisco - Special - 5:00 PM	Agenda
04/08/2010	Frisco - Special - 5:00PM	Agenda
04/06/2010	Frisco - City Council - 5:30 PM	Agenda
04/06/2010	Frisco - Downtown Advisory Board - 12:00 PM	Agenda
04/06/2010	Frisco Housing Authority Board - 7:00 PM	Agenda
04/06/2010	Frisco - Special - 4:45PM	Agenda
04/05/2010	Public Art Board - 6:30 PM	Agenda
03/30/2010	Arts of Collin County Commission, Inc. - 3:00 PM	Agenda
03/25/2010	Frisco - Complete Count Committee - 6:30 PM	Agenda

Search Options

Date Range: To:

Keyword Search:

Meeting Types: ☐ Ad Hoc Committee on Ethics ☐ Arts of Collin County Commission, Inc. ☐ Board of Adjustment



City Boards and Commissions

<http://www.friscotexas.gov/government/boards/Pages/default.aspx>

- Arts of Collin County
- Board of Adjustment/
Construction Board of Appeals
- Collin County Appraisal
District
- Community Development Corp.
- Convention Visitors Bureau
- Downtown Advisory Board
- Economic Development Corp.
- Frisco Square MMD
- Housing Authority Board
- Housing Trust Fund Board
- Library Foundation Board
- North Texas Municipal Water
District
- Parks and Recreation Board
- Planning & Zoning
Commission
- Public Art Board
- Urban Forestry Board



Special Advisory Committees

- Example-Frisco Complete Count Committee
- Mayor appoints a committee to gather information
- If you have a topic or area for discussion, schedule a meeting with Mayor Maso!





Frisco Citizens Police Academy

- CPA is the police department's most popular and exciting program. There have been a total of 27 classes with over 450 graduates.
- Applications are currently being accepted for Class 29 set to begin on Thursday, February 27 for the 11 week program. friscotexas.gov/friscocpa.
- If you are interested in applying for the Frisco CPA, please download and fill out an [application](#) and either fax it to the Frisco Police Department's [Community Services Division](#) at 972.292.6076 or drop it off in person at the police department.
- www.friscotexas.gov/friscocpa



FRISCO CITIZEN'S FIRE ACADEMY



Class 27 starts March 24th. Contact Pam Nelson at 972.292.6300 for any questions or fax enrollment information to 972.292.6319.

C.E.R.T. Class Starts Mid-March



Register 972-292-6300 or visit us at

www.friscofire.com



Safety Town and General Volunteering

If you are interested in becoming a volunteer at Frisco Fire Safety Town contact Jennifer Tramel via email JTramel@FriscoFire.com or by phone at 972.292.6353 for more information

City Hall Contact

Kris Daniel, Volunteer Coordinator

volunteer@friscotexas.gov

City of Frisco

6101 Frisco Square Blvd.

1st Floor

Frisco, TX 75034

(972) 292-5078

(972) 292-5586 Fax

More opportunities available with the Library, Heritage Museum, Police Department, and other departments as needs arise.





City Hall 101

Fall 2010 Graduates



- Rose Ann Burrell
- James Cozby
- Joyce Cozby
- Rob Enright
- Valeria Epling
- Gerald Epling
- Linda Foster
- Will Russell
- Connie Tropple
- Janet Passons
- Ray Giacontiere
- Claudia Holcomb
- James Holcomb
- John Martin
- Samantha Taylor
- Ed Opat
- Brian Reinhardt
- Katy Niles
- Melanie Wallace